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DISCOVER YOUR CONTENT MARKETING GENIUS

PLUS 60 CONTENT MARKETING IDEAS



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Take the Discover Your Content Marketing Genius Quiz at <http://bit.ly/contentmarketinggeniusquiz>

Content marketing is an incredibly effective marketing method. I truly believe our marketing content is what sets us apart from our competition and draws our ideal customers to our businesses.

I have identified six primary content styles, or “geniuses,” (yes, you are that smart as a content marketer!). They are:

The Inspirer
The Empathizer
The Humorist
The Realist
The Culturist
and the Ragbagger

As content marketers, we all have a preference — our go to genius so to speak. A well rounded content marketing program however, will contain all six. I have put together this companion guide to the quiz “Discover Your Content Marketing Genius” to help you tap into your innate genius and explore other genius ways to market with content.

Happy marketing!
Kim

THE INSPIRER



You like to move people with your content. When you create or curate content, you do so with the thought of motivating your followers to reach for the stars and seek their dreams. You often share quotes and inspirational photos.

The Good:

Inspirers are natural content marketers because they approach content marketing from their hearts — and you can never go wrong when you bring your heart to your customers! Inspirer's blogs are fun to follow and almost always are uplifting.

Keep in Mind:

Inspirers sometime miss the big picture in their content marketing in an effort to motivate their followers. The reason we market is to drive results — ie, sales — and Inspirers don't always keep their content within the parameters of spurring their followers to take action in a way that generates revenue for the Inspirer's business.

10 ways to channel your Inspirer Genius into Content

1. Motivational quotes.
2. Uplifting photos (preferably original).
3. Customer success stories/testimonials.
4. Pep talks (written, video or audio).
5. Possibility guides.
6. Illustrated story videos.
7. Influencer interviews.
8. Webinars/Edumercials.
9. Before and after.
10. Help content.

THE EMPATHIZER



Empathizers are really good at feeling followers pain points — as an Empathizer you recognize where their followers are struggling and are very good at placing content that gets found as people are always seeking solutions to problems (even though they don't always know that's what they're doing!). Empathizers also often know what their customers are going through because they have been there themselves, and they relate this well in their content.

The Good:

Empathizers are excellent for SEO — many times they know the exact right word or phrase that will key their followers into finding their content. Open rates for Empathizers are also usually really good because you speak the language of your followers in a way that is so relatable.

What You Need to Keep in Mind:

Empathizers sometimes get so wrapped up in empathizing, you sometimes miss telling your followers the solution and pointing to your own business as part of that solution.

10 ways to channel your Empathizer Genius into Content

1. Personal success story.
2. My most critical moment story.
3. Challenges and challenge groups.
4. Comments.
5. Best practices and FAQs.
6. Myth dispelling posts.
7. Templates/blue prints.
8. Worksheets.
9. Case studies.
10. Toolkits and tool lists.

THE HUMORIST



Humorists love to make people laugh and to see the light side in any business — even when things get pretty heavy. As a humorist, you like to share the parts of your life and business that will make people smile.

The Good:

Humorists are relatable and their content flow is usually watched for because it gets a reaction. Humor is one of the most engaging forms of content, people love to — and seek out — laughter and reasons to smile. Humor is also a very sharable content type because we all want to lighten the hearts of those around us — which means a Humorist will get more shares than almost any other type.

Keep in Mind:

Humor can turn ugly if you're not exactly on point or you venture off the path of lightheartedness. Also, not everyone has the same sense of humor. So you must be careful of the context in which you post your content. Be ever mindful of the extremes of your audience and what they might find offensive. You also need to keep in mind that your Humorist content stay focused within your business and on driving those ever-important sales to your company. Humor with a purpose, so to speak.

10 ways to channel your Humorist Genius into Content

1. Motivational quotes.
2. Humorous customer story.
3. Cartoons or comics.
4. Quizzes with fun outcomes.
5. Games.
6. Memes.
7. Metaphors.
8. Guides with a sense of humor.
9. Parodies.
10. Video skits.

THE REALIST



As a Realist, you like the facts! Guess what? So do your followers! Realists are amazing at imparting the statistics and knowledge that impact their customers. They love to educate and focus on the results — which translates wonderfully to content marketing.

The Good:

Realists are among the most generative content marketers because they naturally seek out useful knowledge for themselves and then share what they've found with their followers. Many times, a Realist will also share their personal experience regarding a result or outcome, making it especially powerful.

Keep in Mind:

Some people can't relate to complicated statistics or draw effective parallels to their own lives that become relevant to making a purchase from a Realist's content marketing efforts. Try to always imagine your customer and what experiences they bring to the conversation to focus your realistic content toward drawing that customer into your business.

10 ways to channel your Realist Genius into Content

1. Statistics.
2. Research data.
3. Analytical reports.
4. Industry forecasts.
5. List blog posts.
6. How to articles.
7. Mistake analysis.
8. Infographics.
9. Comparison reviews.
10. Survey/study results.

THE CULTURISTT



As a Culturist, you like to lead by example. You have forged a path and now you want to show people how to follow your example into a life they will love.

The Good:

Culturists, like Inspirers, have an amazing ability to draw people into their content. You love to show the fun — and challenging — side of your industry and people can relate easily to your journey. Culturists are some of the most followed content creators because their lifestyle posts are socially motivating.

Keep in Mind:

Sales. Motivating people to follow you is the easy part of content marketing — the more difficult equation is the conversion. Once you have a follower, what are you doing with your Culturist style to encourage them to buy? Be mindful not to let it get too salesy, which is common when Culturists overcorrect their content in moving toward more focused marketing efforts.

10 ways to channel your Culturist Genius into Content

1. Lifestyle images.
2. Calendars.
3. Industry news.
4. Influencer interviews.
5. Sneak peeks/behind the scenes.
6. History articles.
7. Journal entries.
8. Meet the staff highlight.
9. Polls.
10. Live broadcast video.

THE RAGBAGGER



The Ragbagger is an opportunist content creator. You really don't have a set style, instead choosing to go with the flow and post what comes easily in the moment.

The Good:

Because of your diversity of posts, your followers always have something new to consider. Ragbaggers often collect the most diverse group of followers because they appeal to so many people in all extremes in their industry.

Keep in Mind:

To create an effective content marketing program that converts followers to customers, your marketing message must be a clear thread throughout your content. Ragbaggers, because they love diversity so much, often lack this clear message. It is why they will garner a diverse group of followers, but the downside of that is only a small percentage of those followers are actually the Ragbaggers ideal customer.

10 ways to channel your Ragbagger Genius into Content

1. Coupons.
2. Buying guides.
3. Flow charts.
4. Customer interviews.
5. Staff and employee interviews.
6. Q&A.
7. Book reviews.
8. Contests.
9. Ask us anything invitations.
10. Recaps.

10 CONTENT MARKETING BONUS TIPS

1. Your content marketing is not for you, it's for your customer. That's the golden rule of content marketing.
2. When remembering rule #1, remember you still have bills to pay, so keep your content valuable to your customers in a way that leads them to do business with you.
3. Generate your content in the forms that come easy to you and make you happy. If you don't want enjoy writing, don't start a blog. If you don't enjoy it, you won't do it and consistency is key in content marketing
4. Consistency is key — so make a commitment to a schedule you can keep. If you can realistically only write one blog post per month, then stick with one blog post per month.
5. The best channel to publish your content on is the one where your customers are and not the "most popular" or "newest" channel for marketers. Facebook is awesome, but if you're marketing commercial construction machinery, it's probably not the best place for your content.
6. Watch for engagement. When you get it, do more of that. Do more of that until people stop engaging and then do something new. Always stick with the engagement!
7. Encourage sharing. Ask for sharing. Reward sharing. Your customer's shares are the best marketing you'll ever have!
8. Capitalize on opportunity in the moment. If a customer is raving about your product or service, get a testimonial right then and there! Do not wait.
9. Batch produce your content to save time and stay on top of consistency.
10. Have fun — content marketing is a win-win for you and your customers!

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